

Message Text

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PAGE 01 OSAKA 00158 130511Z

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ACTION EB-11

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R 130500Z MAR 74
FM AMCONSUL OSAKA KOBE
TO SECSTATE WASHDC 1426
INFO USDOC WASHDC
AMEMBASSY TOKYO

UNCLAS OSAKA KOBE 0158

E.O. 11652: N/A
TAGS: BEXP, ETDR, JA
SUBJECT: AMDO

REF: A. STATE 239800 B. OSAKA KOBE 1339 C. SEARBY/HOLLOWAY
LETTER FEBRUARY 6, 1974

FOR DEPUTY ASSISTANT SECRETARY SEARBY

1. BEFORE YOUR TRIP TO JAPAN WE HOPE YOU CAN FIND CHANCE FOR BRIEFING ON PROBLEMS AMDO FUNDING.
2. FOR AN INITIAL EXPENDITURE BY USDOC OF AROUND DOL 40,000, THE AMERICAN MERCHANDISE DISPLAY OSAKA (OSAKA A-07 OF FEBRUARY 23, 1973) WAS ABLE IN ITS FIRST 18 MONTHS TO RECEIVE OVER 15,500 VISITORS TO 64 EVENTS ACCOUNTING FOR OVER DOLS. 1.6 MILLION IN IMMEDIATE SALES AND DOLS 33 MILLION IN PROJECTED ONE-YEAR SALES. USDOC'S INPUT WAS USED TO CONVERT UNUSED CONGEN OSAKA SPACE INTO A 2,100 SQUARE FOOT MINI TRADE CENTER. SUBSEQUENT COSTS OF MAINTENANCE AND PROMOTION HAVE BEEN BORNE BY STATE OUT OF TOKYO EMBASSY NORMAL OPERATING BUDGET.
3. OUR LACK OF A SEPARATE STATE BUDGET FOR AMDO HAS MEANT THAT AMDO HAS HAD ONLY MINIMUM SUPPORT THESE PAST 18 MONTHS. TO OPERATE EFFECTIVELY, AMDO SHOULD HAVE A SEPARATE BUDGET TO DO THE FOLLOWING THINGS:

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A. MAINTAIN AMDO EQUIPMENT AND SPACES SUFFICIENTLY TO DRAW NEW

EXHIBITORS AND ENCOURAGE REPEAT EXHIBITIONS.

B. PUBLICIZE AMDO IN GENERAL AND ESPECIALLY PUBLICIZE INDIVIDUAL AMDO SHOWS AND EVENTS.

4. AMDO IS STATE'S RESPONSIBILITY IN ACCORDANCE WITH STATEA-A-1897 OF MARCH 2, 1973. IT IS A HIGHLY PROFITABLE ONE IN ALL MEASUREMENT TERMS BUT IT NEEDS THE FOLLOWING MODEST FY-1973 BUDGETARY SUPPORT FOR SURVIVAL AND POSSIBLE GROWTH: (A) DOL 5,000 FOR MAINTENANCE AND REPAIRS, (B) DOL 3,000 FOR MAILINGS AND OTHER PROMOTIONAL TECHNIQUES.

5. THESE REQUIREMENTS ARE BEING INCLUDED IN BUDGET SUBMISSIONS BUT YOUR FAMILIARITY AND SUPPORT FOR THEM COULD BE VERY USEFUL TO US IN YOUR TOKYO DISCUSSIONS.
HOLLOWAY

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